



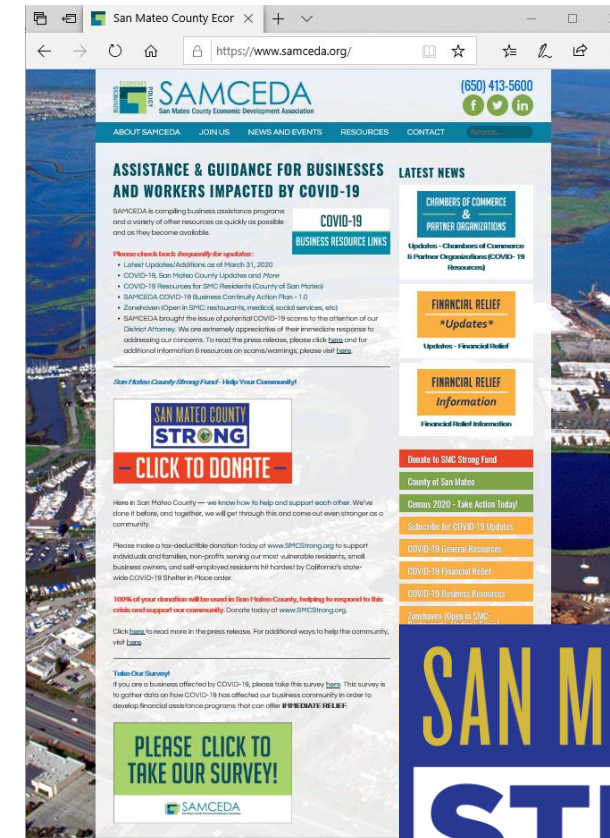
SAMCEDA Update

COVID-19

ROSANNE FOUST
President and CEO, SAMCEDA
April 2020

Supporting the County's COVID-19 Efforts

- County Manager's Office liaison to the business community
- [SAMCEDA.org](https://www.samceda.org/) business resource page updated daily
- [*San Mateo County COVID-19 Business Economic Impact Survey*](#)
- Facilitated the design, development and launch of the [*San Mateo County Strong Fund*](#), including [*COVID-19 PSAs*](#), multilingual messaging, targeted donation outreach to companies, high-net worth individuals and cities/towns
- Information sharing with cities/towns, Chambers of Commerce, CVB, trade/associations, non-profits, Core Service Agencies, elected officials, & other stakeholders



Business Resource Page: SAMCEDA.org

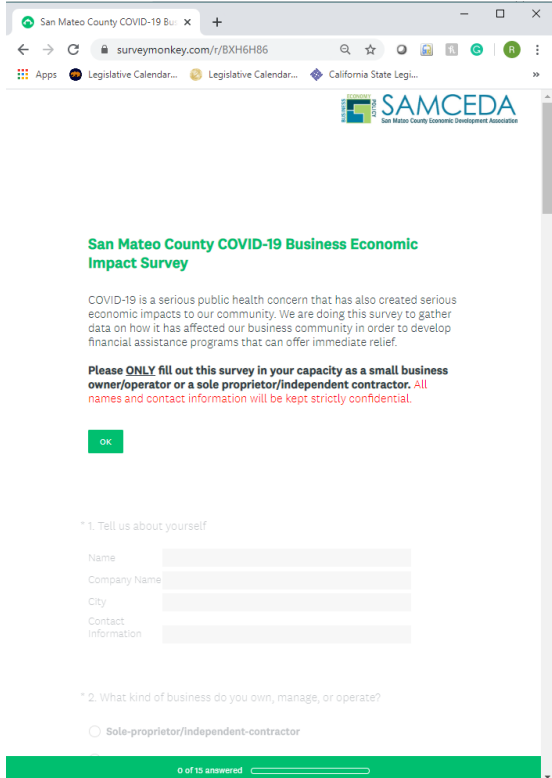
- [Business resource page](#) updated daily with key information sections:
 - [COVID-19 General Resources](#)
 - [COVID-19 Financial Relief](#)
 - [COVID-19 Business Continuity Action Plan](#)
 - [COVID-19 Business Resources](#)
 - [Zonehaven](#)
(what's open in SMC, restaurants, medical, social services, etc.)
 - [Jobs for Hire](#)
 - [Volunteer Opportunities](#)
 - [Cities & Towns – Links](#)
 - [Chambers of Commerce/Partner Organization Resources](#)
 - [Education Resources](#)
- 29,488 page views since March 17, 2020



San Mateo County COVID-19 Business Economic Impact Survey

1,138 survey responses to date (not all respondents listed a city):

○ Atherton	2
○ Belmont	27
○ Brisbane	10
○ Burlingame	95
○ Colma	15
○ Daly City	45
○ East Palo Alto	17
○ Foster City	119
○ Half Moon Bay	66
○ Hillsborough	1
○ Menlo Park	74
○ Millbrae	53
○ Pacifica	33
○ Portola Valley	3
○ Redwood City	179
○ San Bruno	24
○ San Carlos	110
○ San Mateo	197
○ SSF	35
○ Woodside	2



(As of 4/14/20)

San Mateo County Strong Fund

San Mateo County Strong Fund

- Worked with County Manager's Office & Silicon Valley Community (SVCF) Foundation to establish a San Mateo County-specific fund under the SVCF umbrella – 100% of funds stay in the County
- Finalizing agreement with San Mateo Credit Union for online application process including City-specific earmarked funds for small business
- Launched a fundraising effort targeting major donors and high net-worth individuals

PLEDGES TO DATE:

- AT&T - \$20,000
- Chambers of Commerce - \$4,000
- Franklin Templeton - \$10,000
- Gilead - \$1,000,000
- Google - \$50,000
- Heritage Bank of Commerce - \$3,000
- Millbrae Community Foundation - \$10,000*
- PG&E - \$15,000 (in addition to SVCF regional contribution)
- Provident Credit Union - \$2,500
- Pledge of \$25K from Comcast
- Florence Fang \$10K (matching donation)

SVCF Donations (as of April 13)	689	\$ 255,780.42
General Support	335	\$ 149,445.51
Nonprofits	46	\$ 14,257.52
Residents	1	\$ 10,000.00
Small Business	101	\$ 21,508.97
Individuals/Families	206	\$ 60,568.42



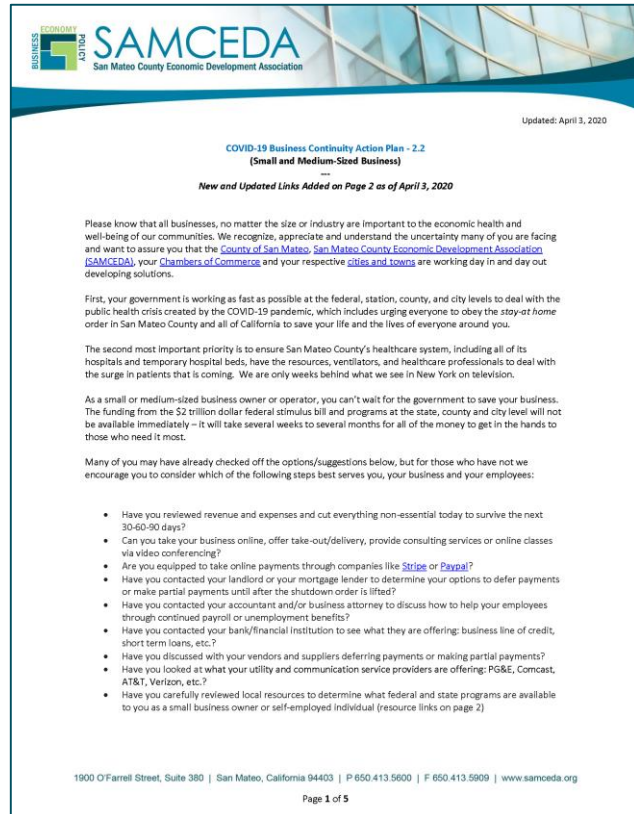
Working with Cities, Chambers, CVB, & Other Stakeholders

- Hosting informational calls with all interested stakeholders
- Co-hosting informational video conferences with Chambers, elected officials, city managers and economic/community development staff:
 - Burlingame/SFO Chamber
 - East Palo Alto City Council
 - Foster City Chamber and BLC
 - Pacifica City Council
 - Pacifica Economic Development Committee
 - Redwood City/San Mateo County Chamber
 - San Bruno and South San Francisco Chambers
 - San Bruno City Council
 - San Carlos City Council
 - San Mateo Town Hall
 - San Mateo County Silicon Valley Convention & Visitors' Bureau
 - South San Francisco Town Hall
 - Other chamber calls being scheduled or continuing regularly



COVID-19 Business Continuity Action Plan

Your local business owners have to take the first steps:



- Have you reviewed revenue and expenses and cut everything non-essential today to survive the next 30-60-90 days?
- Can you take your business online, offer take-out/delivery, provide consulting services or online classes via video conferencing?
- Are you equipped to take online payments through companies like [Stripe](#) or [PayPal](#)?
- Have you contacted your landlord or your mortgage lender to determine your options to defer payments or make partial payments until after the shutdown order is lifted?
- Have you contacted your accountant and/or business attorney to discuss how to help your employees through continued payroll or unemployment benefits?
- Have you contacted your bank/financial institution to see what they are offering: business line of credit, short term loans, etc.?
- Have you discussed with your vendors and suppliers deferring payments or making partial payments?
- Have you looked at what your utility and communication service providers are offering: PG&E, Comcast, AT&T, Verizon, etc.?
- Have you carefully reviewed local resources to determine what federal and state programs are available to you as a small business owner or self-employed individual?

To view the document, [click here](#).

Financial Assistance

San Mateo County Strong Fund

- Small Business Assistance Grant Overview
 - Local Partner: San Mateo Credit Union
 - Board of Supervisors action on *Small Business Grant* criteria: April 20th
 - Extensive outreach and communication regarding online application process prior to launch



Federal Assistance

- Small Business Administration (SBA)
 - Paycheck Protection Program (PPP)
 - Economic Injury Disaster Loan (EIDL)

State Assistance

- Employment Development Department (EDD)
 - Unemployment insurance includes independent contractors and self-employed
- IBank
 - Small Business Disaster Relief Loan Guarantee Program
- California Capital Access Program (CalCAP)

Grants

- Facebook – Small Business Grants Program
- Salesforce Care Small Business Grants
- Verizon Small Business Recovery Fund

Questions

